

Sub E1 1
7 information [including data for a hardware profile and the user information to the content
8 provider]; and
9 a triggering agent to [discern the user information obtained by the collecting agent and]
10 determine the significance of the user information [; and
11 a program running on the content provider, the program organizes the user information and
12 updates a user specific database].

P2 Sub P2
1 2. (Twice Amended) The [advertising] system of claim 1 wherein the user
2 information further includes data for a software profile.

P3 Sub P3
1 3. (Three Times Amended) The [advertising]-system of claim 1 further comprising a
2 baseline user profile including a [the] hardware profile which is updated by a [the] program
3 running on the content provider.

P4 Sub P4
1 4. (Twice Amended) The [advertising] system of claim 3 wherein the baseline user
2 profile includes information on a processor [CPU processing] speed.

P5 Sub P5
1 5. (Amended) The [advertising] system of claim 1 wherein the collecting agent
2 [collects information using] uses MICROSOFT® ACTIVE X™.

P6 Sub P6
1 6. (Twice Amended) The [advertising] system of claim 4 wherein the baseline user
2 profile includes a subkey indicating the [a] processor speed [of a processor in] of the target
3 computer.

P7 Sub P7
1 7. (Three Times Amended) A method of communicating [advertising] information
2 comprising [the operations of]:
3 [creating a user profile;]

4 transmitting a content [an ad banner] from a content provider to a target computer using a
5 rule book based on user information;
6 providing the user information, by a collecting agent, to the content provider according to
7 the significance of the user information [at the target computer including data for a hardware
8 profile];
9 determining the significance of [whether] the user information by a triggering agent. [is
10 significant;]
11 [transmitting the user information from the target computer to the content provider;
12 filtering the user information to create significant relevant data;
13 arranging the relevant data to create a modified user specific database; and
14 generating a second user content ad banner corresponding to the modified user specific
15 database.]

8. (Twice Amended) The method of claim 7 further comprising [the operation of]
transmitting an agent from the content provider to the target computer.

9. (Twice Amended) The method of claim 7 wherein the collecting agent
[operation] is [executed by] an agent running on the target computer.

10. (Amended) The method of claim 8 wherein the agent is transmitted with the
content [ad banner].

12. (Amended) The method of claim 7 wherein the content [ad banner] is transmitted
in an internet protocol format.

13. (Amended) The method of claim 7 further comprising:
receiving user information from the target computer;

5/10/11
3 filtering the user information to create a significant data;

4 arranging the significant data to create a modified user database; and

5 generating a second user content[wherein the generating of the second user ad banners

6 involves applying rules which include dynamic information profiling the target computer user].

1 14. (Three Times Amended) A content provider for providing [advertising] content
2 over a network comprising:

3 a [plurality of user profiles, each] user profile [in the plurality of user profiles including
4 user data] corresponding to a target computer account; and

5 [a collecting agent to collect the user data;

6 a triggering agent to discern the user data collected by the collecting agent and determine
7 whether the collected user data is significant;

8 a munging agent which updates each user profiles based on the user data collected by the
9 collecting agent;

10 a rule set associated with each user profile including rules generated from the user data;

11 and]

12 a rulebook [including condition-action pairs which selects] to select data to be
13 transmitted [from an advertising content database using the rule set] to the target computer
14 according to the user profile, the rule book providing a rule having a condition-action pair.

5/10/11
1 15. (Three Times Amended) A target computer to receive [advertising] content
2 comprising:

3 a rule book containing plurality of provider rule pages based on provider information;

4 a collecting agent to obtain [user information including hardware data for a hardware
5 profile and software data for a software profile]the provider information; and

6 a triggering agent to [discern the user information obtained by the collecting agent and]
7 determine [the user information] significance of the provider information.

Sub E4
p 12
1 16. (Amended) The content provider of claim 14 wherein a condition of the [a]
2 condition-action pair includes a hardware characteristic of a target computer associated with the
3 target computer account.

Sub E4
p 13
1 19. (Amended) The content provider of claim 14 wherein the user profile
2 includes at least one rule page including a plurality of keys, the plurality of keys includes a
3 hardware profile to indicate hardware capabilities of the [a] target computer associated with the
4 target computer account.

1 20. (Amended) The content provider of claim 19 [18] wherein the plurality of keys
2 includes a software profile to indicate software used by the target computer account.

Please add claims 21-38 as follows:

Sub E4
p 14
1 21. (New) The system of claim 1 wherein the rule book generates a rule to control
2 and direct the content in a database and provides a rule page corresponding to the target
3 computer.

1 22. (New) The system of claim 21 wherein the rule page contains a user profile, the
2 user profile identifying and connecting to the target computer via a rule page identification
3 number.

Sub E4
p 14
1 23. (New) The system of claim 22 wherein the rule page comprises a hardware
2 profile, a software profile, a user profile and other profile information on the target computer.

1 24. (New) The system of claim 23 wherein the hardware profile includes a type of
2 processor, an amount of memory available, processor clock speed and memory usage on the
3 target computer.

1 25. (New) The system of claim 23 wherein the software profile includes a software
2 package and memory usage by the target computer.

1 26. (New) The system of claim 23 wherein the user information comprises
2 information on web sites visited and time spent.

1 27. (New) The system of claim 21 wherein the rule has a form of condition-action
2 pairs.

1 28. (New) The system of claim 27 wherein the rule matches the content with
2 characteristics of the target computer.

1 29. (New) The system of claim 1 wherein the content is an advertisement banner.

1 30. (New) The method of claim 7 wherein transmitting the content comprises:
2 storing the content in a database;
3 generating a rule to control and direct the content in the database by the rule book;
4 providing a rule page corresponding to the target computer by the rule book.

1 31. (New) The method of claim 30 wherein providing the new rule comprises
2 obtaining a user profile;
3 identifying the target computer via a rule page identification based on the user profile;
4 and

5 *Sub E6*
connecting to the target computer.

1 32. (New) The method of claim 31 wherein the rule page comprises a hardware
2 profile, a software profile, and a user profile.

1 33. (New) The method of claim 32 wherein the hardware profile includes a type of
2 processor, an amount of memory available, processor clock speed and memory usage on the
3 target computer. *Sub 9*

1 34. (New) The method of claim 32 wherein the software profile includes a software
2 package and memory usage by the target computer. *14*

1 35. (New) The method of claim 32 wherein the user information comprises
2 information on web sites visited and time spent by the target computer. *17*

1 36. (New) The method of claim 30 wherein the rule has a form of condition-action
2 pairs.

1 37. (New) The method of claim 36 wherein the rule matches the content with
2 characteristics of the target computer.

Sub 14 19
38. (New) The method of claim 7 wherein the content is an advertisement banner.